

Char Valley Parish Council

Communications Working Party Meeting Notes

Date of meeting: 16th February 2021; Time 17:00

Attendance:

Councillors: Carey; Creed-Castle; Joyce; Mahaddie; Noon (chair); Peck

Meeting held digitally.

CWG asks CVPC for consideration of the following decisions:

- 1) The next edition of Char Char News should contain a separate leaflet promoting our River Char Community Project.
- 2) Cllr Joyce and Cllr Carey should be identified as the only points of contact for externally distributed information on the River Char Project. Any requests for information from inside and outside the Council on this project must be passed to Cllrs Joyce and Carey for attention.
- 3) A PR plan supporting the 'launch' of the RCC Project

Notes from meeting:

CVPC Char River Project

1) Name of project:

Cllr Carey suggests that the project be named River Char Community Project and will propose this to the Environmental working party etc.

2) Inclusion of River Char Project leaflet with circulation of Char Chat News (CCN) April edition.

As agreed at the CVPC January meeting, CVPC will help to promote the River Char Community (RCC) Project and a leaflet supporting the RCC project was to be included in the envelope with the April edition of CCN. Cllr Joyce said that Ian Rees of AONB would have to be consulted on all project aspects and publications.

Cllr Carey proposed, and had developed, a leaflet combining the RCC project with the LifeLines project. The A3 size leaflet contained details of both projects and would be folded to A5 size for insertion in CCN.

There was considerable debate and disagreement over whether it was right to combine both projects onto one leaflet or whether two separate leaflets was preferable.

The following points were made for separate leaflets:

CVPC has committed to promoting the River Char Community project through various means, including CCN, but this is not the same for the Lifelines project. (The July 2020 CVPC minutes states "CVPC should endorse the project" and we published an article in CNN to support this action)

CVPC initiated, helps to manage, and shares responsibility for the River Char project. CVPC has formally committed funds and time to this project.

Producing a separate leaflet within CCN emphasises our role in the RCC Project.

By printing both projects on the same leaflet, CVPC is wrongly implying a similar level of involvement in both projects. CVPC has no influence nor official presence on the Lifelines project, which is a private and independent organisation.

Printing on the same leaflet does not save any resources as total content remains the same, and the combined leaflet does not address the need for the CVR project questionnaire and how to handle responses.

The following points were made in support of a combined leaflet:

A common leaflet promotes CVPC as more supportive of environmental and ecological projects than producing two separate leaflets within the same or different editions of CCN.

Cllr Carey had spent considerable time producing this joint leaflet and did not have time to re-do the leaflets.

3) Public Relations Plan for the River Char Project

Cllr Joyce had produced a proposed Public Relation plan for CVPC to support and promote the RCC Project. This was generally accepted with some minor additions. The plan identified the need for a common point of contact for external correspondence to maintain consistency by CVPC. It was suggested that Cllrs Joyce and Carey should provide this role.

The RCC Project Public Relations Plan would be the responsibility of Cllr Joyce with support from the Communications Working Party and the Climate and Ecological Emergency Working Party, and the full CVPC where appropriate. AONB would also be involved.

Other Items

No other items were discussed at the meeting.

Next proposed meeting: 5pm Thursday March 18th 2021

Councillor Chris Noon

16/02/2021